

WBL-PRO Professional Peer Network: The team talks with the professionals – Diana Georgieva, Sofia, Bulgaria

We are happy to present to you **Diana Georgieva** – freelance expert in entrepreneurship, economic empowerment of vulnerable groups (people with Roma origin, youth from rural areas, women victims of violence), gender equality.



Please find below what she has shared with the WBL-PRO team:

1. Please share with us what the main advantages with respect to work-based learning are.

Work-based learning gives more practical impact on the training and helps in developing of useful skills for everybody included. It also helps usage of case studies from real live.

2. Please share with us what the main challenges with respect to work-based learning are.

Challenges I see in finding the balance between theory and practical view in terms of knowledge level of the people attended the training or mentorship sessions.

3. Please describe any solutions with respect to challenges and/or weaknesses related to work-based learning.

In a project WeGo I have the challenge to work with women – survivors of DV at they stay at shelters in respect of their empowerment. I've shared a lot of my business experience to show them that I've made a lot of failures before coming to a successful story. In the framework of this project I have also come in mentorship relations with a team from a shelter in developing a bakery as a social enterprise. Soon after the project finished they opened a bakery but recently I found that they failed because they could not motivate women from the shelter (the idea was to give the survivor chance to make the first step in their economic independence) to work there as the wage is really low.

4. Please share what the most important knowledge, skills and competences for the work-based learning professional are according to you. What kinds of trainings are necessary to acquire them?

I have Master Degrees in International Economic Relationships and in Corporate Social Responsibility. More than 20 years in business. Since 2014 I have been working with different NGOs at spheres of gender equality, human rights, economic empowerment of women, survivors of DV, etc. I also have a lot of business projects (market positioning of a chocolatier, creative enterprises, etc.)

5. Please share information about work-based learning projects you are involved in - the name, the funding program, the main aims, the target groups, the intellectual outputs, link to website, facebook group, etc.

Most of the projects I have been engaged recently have a module of work-based learning:

- „Посланици на правата си“ / Ambassadors of Own Rights - <https://www.facebook.com/Ambassadors.Of.Own.Rights/> . The project has been financed by EEA Norway Grants 2009-2014 г., www.ngogrants.bg.
- Women Economic - independence & Growth Opportunity (JUST/2014/RDAP/Ag/VICT/7385) - <http://www.wegoproject.eu/> . The project has been highly valued by the EC and a second project has been approved for granted by REC Program Call : REC-AG-2017
- Rural Action for Innovative & Sustainable Entrepreneurship for Youth - RAISE Youth - Financed by Norway Grants
- Pilot Incubator for Female Entrepreneurship (Ref. BG05M9OP001-1.023, OP "Human Resources Development"/ Support of Entrepreneurship)

Please feel most welcome to like our facebook page and join the linkedin group to get acquainted with many best practices and other useful materials, tools and resources supporting the high quality performance of work-based professionals around Europe and beyond its borders!

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